



National Healthy Homes Month 2018

Campaign Resource Package/Digital Toolkit



What is National Healthy Homes Month (NHHM)?



NHHM is a month-long campaign in June, offering an opportunity to create awareness around housing and its impact on health; to provide resources to encourage local activities, as well as empower families to protect themselves from hazards in their home.

The month's outreach activities aim to greatly boost awareness and understanding of what federal and local resources are available to make a difference in the lives of all residents, regardless of where they live.

Disclaimer: The information contained in this toolkit is for general use only. Resources listed within are not intended to be comprehensive of all resources available. References made to social media, online resources, multimedia, and awareness activities not organized in conjunction with HUD or OLHCHH are examples only, and do not serve as an endorsement of any organization or entity.

NHHM 2018 Campaign Theme

Unlocking the Potential of America's Children:
Check Your Home—Protect Your Family

The theme focuses on the opportunity to protect current and future generations of children from the exposures to lead from contaminated paint, dust and soil; through the importance of home assessments and the impact it has on your health.



NHHM 2018 Campaign Goals

National Healthy Homes Month (NHHM) goals:

1. Raise awareness of the importance of home assessments
2. Educate the public of local resources available
3. Encourage implementation of local activities and events in target communities.



Digital Resource Toolkit

This toolkit has been created to provide state and local governments, grantees, and other Healthy Homes partners with key materials and resources; to encourage local implementation. The materials provided include:

- Tips for Developing a Campaign
- Recommended Outreach Activities
- Suggested Social Messaging
- Logo/Poster Template
- Web Banners
- Infographics
- Additional Multimedia Resources

Download materials at www.hud.gov/healthyhomes, or by [clicking here](#)



Tips for Developing a Campaign

As you begin preparing for NLPPW, localize your outreach efforts by developing an action plan tailored for your local communities and organizations.

1. Develop a single overarching communication objective. Define the parameters of the issue and focus on why it is important to take action now. Define your audience and what change you want to see as a result of your communication strategy.
2. Ensure your main message is clear, concise, and relevant to the audience. Then decide which communications channels are most appropriate for your message and audience.
3. Determine which materials you want to use for communications.
4. Decide which communications channels are most appropriate for your message and audience.
5. Identify partners to work with throughout your campaign that help support your messages. You should create and mobilize local networks to distribute information.



Recommended Outreach Activities

We invite you to participate in National Healthy Homes Month. Here are some of the ways to get involved:

1. Promote National Healthy Homes Month and activities on social media.
2. Promote and highlight NHHM by posting a link on your website.
3. Request all partners to distribute marketing materials to the populations being served by the federally funded programs as applicable to common goals and strategies.
4. Host programs and activities designed to enhance public awareness of home health and safety hazards and the ways we can protect our families from these hazards.
5. Hold healthy homes fairs in target neighborhoods at a community center or church to raise awareness in high risk areas.
6. Encourage local leaders to sign proclamations establishing June as National Healthy Homes



Suggested Social Messaging

Suggested social messaging has been created to help you engage your audience. Feel free to use the samples as written, or adapt them to your organization's needs.

The social media package that includes a NHHM proclamation and press release template, as well as social media posts for Twitter is available for download, by [clicking here](#).

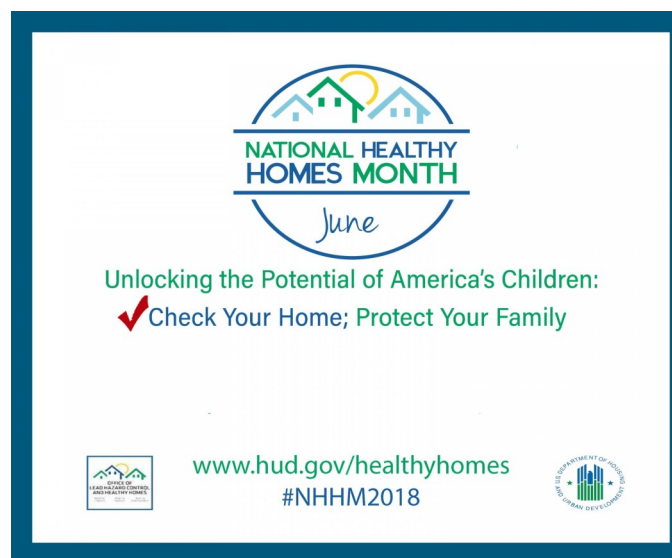
You can also create your own posts highlighting your events for NHHM using the hashtags: #NHHM2018 and #HealthyHomes

Download all materials at www.hud.gov/healthyhomes, or by [clicking here](#)



NHHM Logo, Poster/Flyer Template

Add your organization logo to an existing NHHM customizable poster template (18x 25), and/or flyer template (size 8 1/2 x11). Or add the NHHM 2018 logo to your local event flyers!



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Web Banners

Add a web banner to your organization's webpage to increase NHHM visibility. Web banners are available in three formats: vertical, horizontal, and square. (PDFs or InDesign files available)

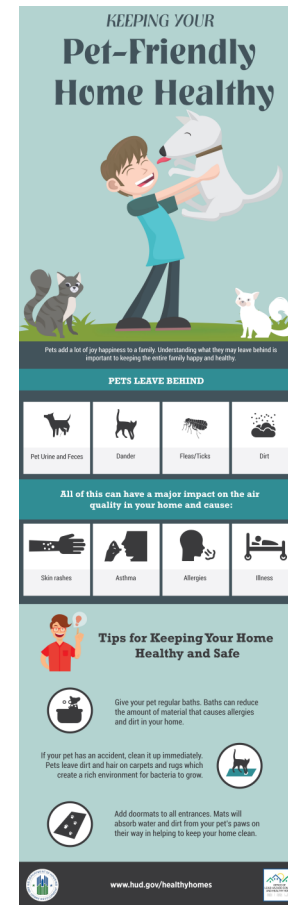
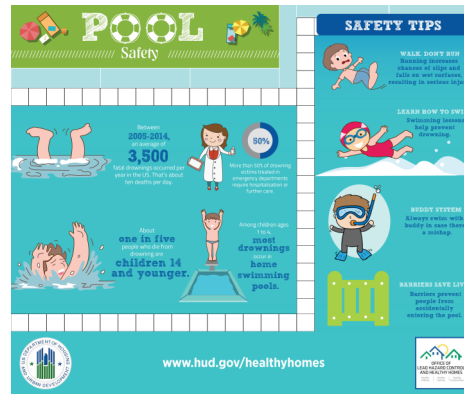
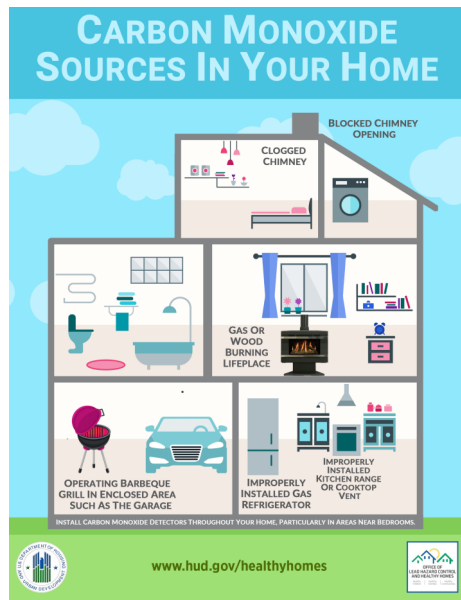


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Infographics

OLHCHH has created multiple infographics to quickly relay healthy homes concepts and information through visual representation.



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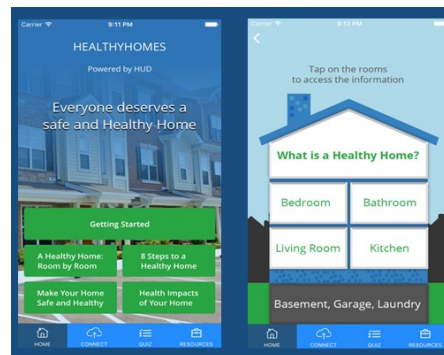


Multimedia

Video Playlist -OLHCHH has created many short, informational videos ranging from *Healthy Homes Basics* to more technical information on Disaster Recovery assistance.

[Click here to access HUD's Healthy Homes Video Playlist](#)

Apps– Download the HUD Healthy Homes apps TODAY!



Download all materials at www.hud.gov/healthyhomes, or by [clicking here](#)

